

INFORMATION AND COMMUNICATION SERVICES (ICS)
NIH - TASK ORDER

**RFTOP# 33 TITLE: NCI Communication Technologies
Support**

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073 Fax- (301) 435-6101

Proposal Address:
6011 Executive Blvd. Rm 529S
Rockville, MD 20892-7663

Billing Address:
Accounts Payable, OFM, NIH
Bldg 31, Room B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: One year from date of award with four options for 12 additional months each.

C. PRICING METHOD: Time and Material. Firms are to provide a list of job categories (no more than 10) that are likely to be utilized in the performance of the below requirements. Include the estimated number of hours for each category and a fixed hourly price for each category. All labor related charges, including fringe benefits, indirect costs and profit must be included in this hourly price. For non-labor costs, firms will bill at cost plus a specified percentage as an administrative handling fee. Firms are to clearly propose their administrative handling fee as a percentage markup for all non-labor charges and estimate the percentage of total costs that will be labor vs. non-labor. NIH estimates that this task will require total funding of approximately \$150,000 for the first year. Proposals will be evaluated for cost based on the hourly prices proposed and the cost of securing non-labor items. This analysis will be compared with technical elements to determine the proposal that represents the best value to the NIH. If, in the opinion of your firm, this is not a sufficient amount to perform the task order, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the evaluation.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by email. Please enter in the subject line the following text, “RFTOP33 PROPOSAL.” A signed task order form will later be requested from the successful offeror.

E. RESPONSE DUE DATE: Thursday, August 23, 2001 at 4:00PM EDT

F. TASK DESCRIPTION:

The Communication Technologies Branch (CTB):

1. serves as a resource for the Office of Communications and NCI through the design, development, and evaluation of effective communication technologies that enhance the presentation and dissemination of NCI's products and services;
2. assists NCI information developers in planning, designing, usability testing, and maintaining Web sites and other communication technologies;
3. develops a common look and feel (user interface) for NCI Web sites and ensures NCI branding across NCI's sites and other electronic products/services;
4. conducts research in communication technology areas in collaboration with other NCI/NIH divisions/offices and manages the Communication Technologies Research Center (CTRC);
5. develops and disseminates tools, guidelines, and other resources to assist NCI information developers in designing usable, useful, and accessible Web sites; and
6. identifies, evaluates the feasibility of, and assists in the implementation of emerging technologies that are relevant to NCI's missions and goals.

Press, Public Information, Marketing and Media Services

- Develop promotional plans, news announcements, promotional materials, PSAs, and publications for NCI's Communication Technologies Branch products and services including:
 - Usability.gov
 - Research-based Web Design and Usability Guidelines
 - Communication Technologies Seminar Series
 - Communication Technologies Educational Programs
 - U-Group Listserv
 - Others to be determined
 - Services to be provided include:
 - Marketing and promotional strategies/plans
 - Writing/editing of promotional materials including press releases, public service announcements, fact sheets, etc.
 - Media relations – working with media to promote NCI/CTB products and services
 - Proofreading/editing services for all CTB products including publications, listserv announcements, newsletters, and more

- Proofreading/editing of all CTB-produced Web pages

Reporting Requirements

The Contractor shall provide a report at the beginning of each month summarizing key activities that were completed or in progress during the preceding month. The invoicing process will be included with a discussion of remaining funds and projected costs.

G. EVALUATION FACTORS:

1. Corporate Experience

Contractor should have extensive experience marketing communication technologies products and services including Web sites, listservs, electronic publications, and more. Media relations experience in both the health care and communication technologies industries preferred.

2. Technical Approach

The proposed tasks will be assessed by the NCI to determine the extent to which the contractor comprehends the work to be done.

3. Price

While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

RFTOP#33 TITLE: NCI Communication Technologies Support
PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____
TO # NICS-_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE

CONTRACTOR:_____

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX #

Signature - Project Officer

Date

APPROVED:_____

FAX #

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT
WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED:_____

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date